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COMMUNICATION WORKSHOP
18-19 March 2019, Bucarest (RO)

COMMUNICATION AND SOCIAL MEDIA STRATEGY

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COMMUNICATION WORKSHOP
18-19 March 2019, Bucarest (RO)

cost
EUROPEAN COOPERATION IN SCIENCE & TECHNOLOGY

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BSC Barcelona Supercomputing Center
Centro Nacional de Supercomputación

OVERVIEW

- THIS SESSION IS ABOUT HOW TO CREATE A PUBLIC PRESENCE AND COMMUNICATE YOUR RESEARCH… AND WHY IS THIS GOOD FOR YOUR CAREER
- WE WILL DISCUSS ABOUT SOCIAL NETWORKS AND SCIENCE, HOW DO WE FEEL ABOUT THEM AND ANALISE SOME OF THE MOST USED.
- ONCE THE MOST RELEVANT FOR EACH OF YOU HAS BEEN IDENTIFIED, WE WILL PRACTICE DIFFERENT KIND OF MESSAGES FOR DIFFERENT SITUATIONS.

OVERVIEW

PART #1

PART #2

1. COMMUNICATION BASICS
2. WHY IS IT GOOD FOR YOUR CAREER?
3. COMMUNICATION vs. DISSEMINATION
4. TRY TO BE STRATEGIC
5. CONTENT IS KING
6. TIPS ON DELIVERING A MESSAGE
7. SOCIAL PLATFORMS
    1. TWITTER
    2. INSTAGRAM
    3. LINKEDIN
8. PRACTICAL EXERCICE

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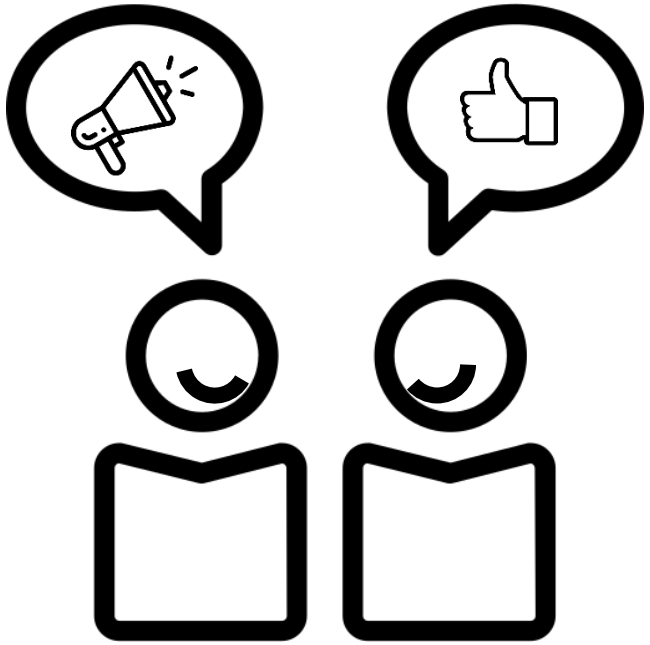
WHAT IS NOT COMMUNICATED

DOES NOT EXIST

WHAT IS COMMUNICATION?

IN A SIMPLE WAY, COMMUNICATION HAPPENS WHEN YOU SEND (AND RECEIVE) MESSAGES TO AN AUDIENCE

WITH A *PURPOSE*

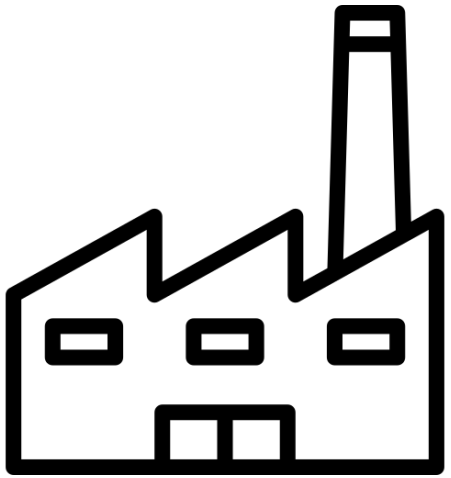


THIS MAKES COMMUNICATION ONE OF THE TOOLS OF PUBLIC RELATIONS

(*BUT WE ARE **NOT** GOING INTO THIS TODAY…*)

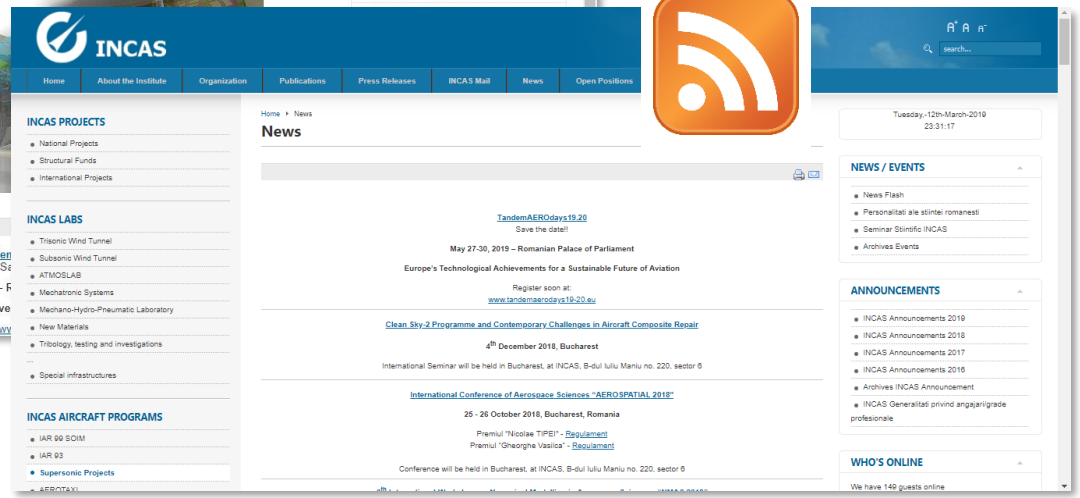
WHAT IS COMMUNICATION?

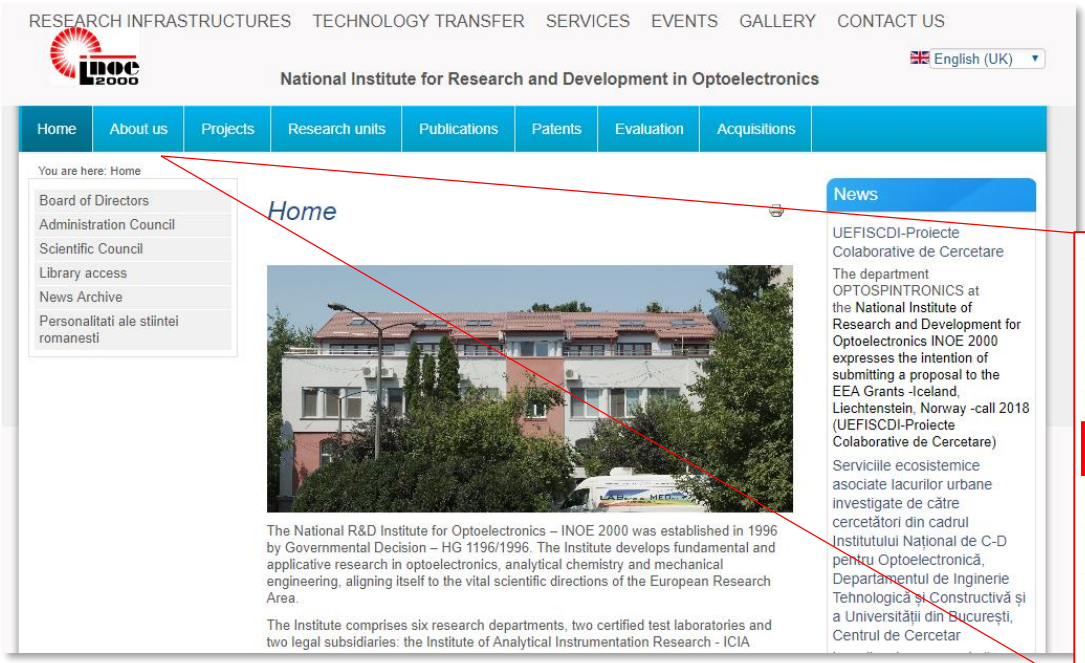
COMMUNICATION APPLIES TO ANYONE OR ANYTHING NEEDING TO MAINTAIN A PUBLIC PROFILE:
INSTITUTIONS, CORPORATIONS or PEOPLE

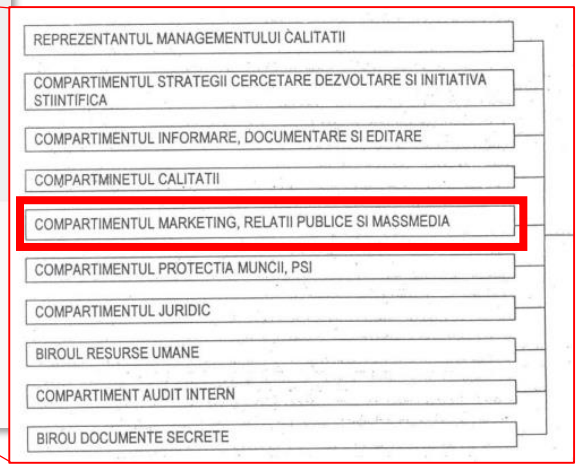


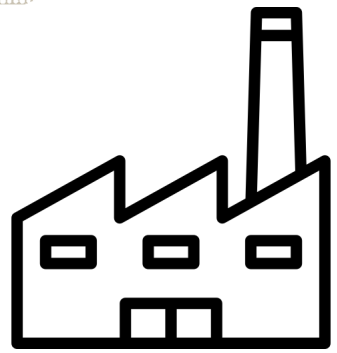
INSTITUTIONS

RSS friendly





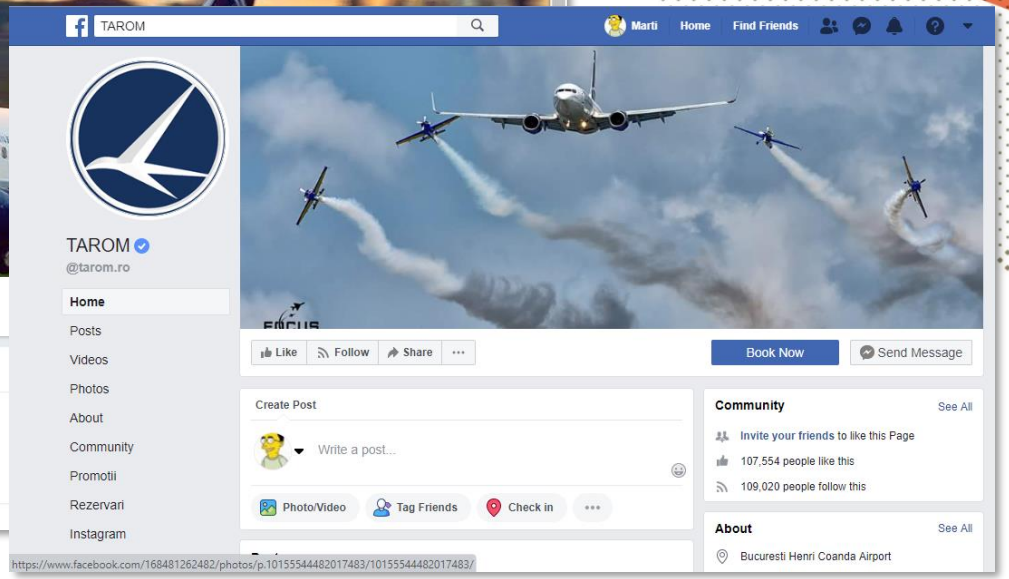


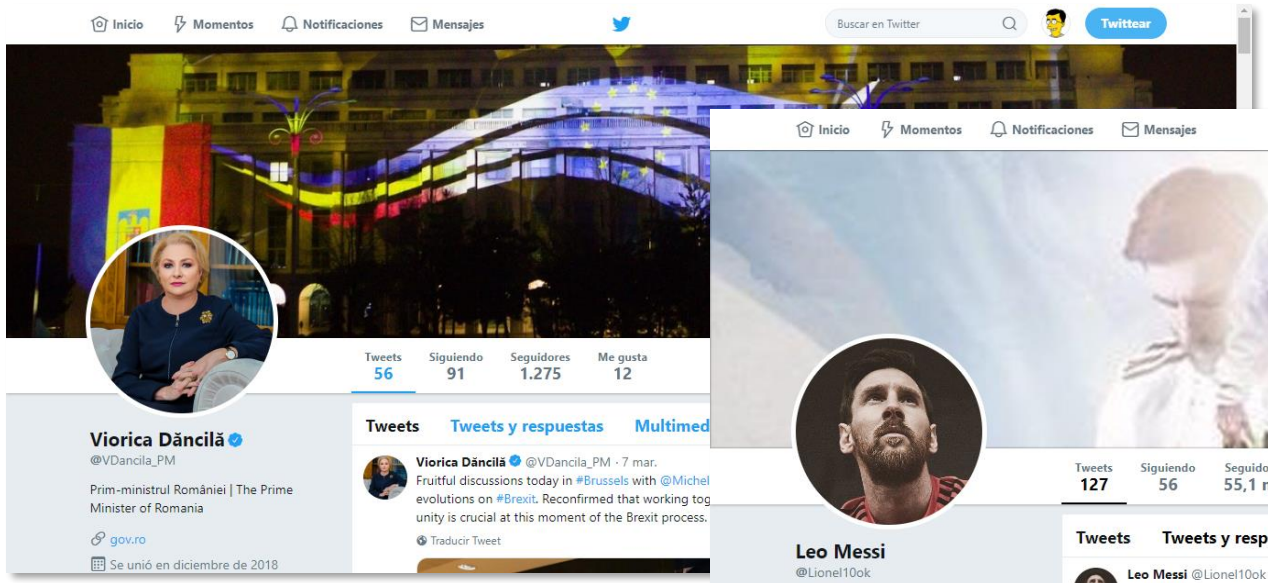


CORPORATIONS

PEOPLE

1





WHAT IS COMMUNICATION?

THE BOTTOM LINE IS THAT **YOU**, AS A SCIENTIST, HAVE AN

AUDIENCE.

WE WILL APPROACH YOUR AUDIENCES LATER ON…

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WHY IS COMMUNICATION GOOD FOR YOUR CAREER?

IN ONE WORD…

altmetrics

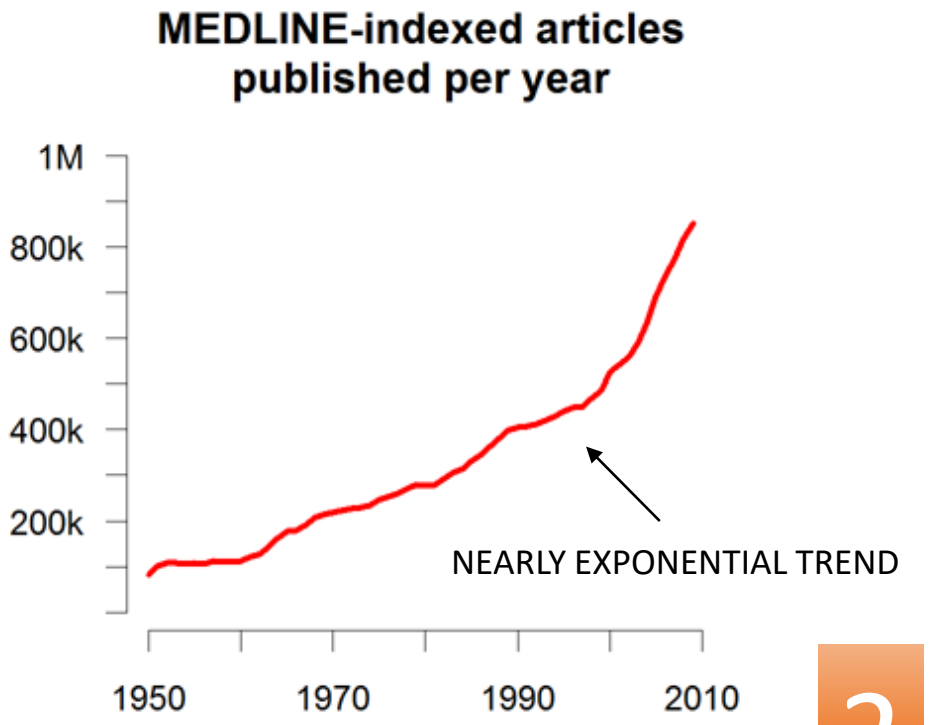
WHY IS COMMUNICATION GOOD FOR YOUR CAREER?

altmetrics

http://altmetrics.org/manifesto/

FUNDAMENTALS OF TRADITIONAL METRICS ARE FAILING:

- ❑ **PEER REVIEW** HAS BEEN OK, BUT CAN'T COPE WITH CURRENT PUBLICATION NUMBERS
- ❑ **CITATIONS** ARE USEFUL, BUT NOT SUFFICIENT. COUNTING IS SLOW AND ACADEMIC-CENTERED
- ❑ THE **JOURNAL IMPACT FACTOR** IS OPAQUE AND SUBJECTED TO MANIPULATION



WHY IS COMMUNICATION GOOD FOR YOUR CAREER?

altmetrics

http://altmetrics.org/manifesto/

SCHOLARS AND THEIR RESEARCH (*NOT JUST PAPERS*) ARE MOVING INTO THE WEB:

CITATION TOOLS, ONLINE ENCYCLOPEDIAS

MENDELEY

Zotero

WIKIPEDIA
The Free Encyclopedia

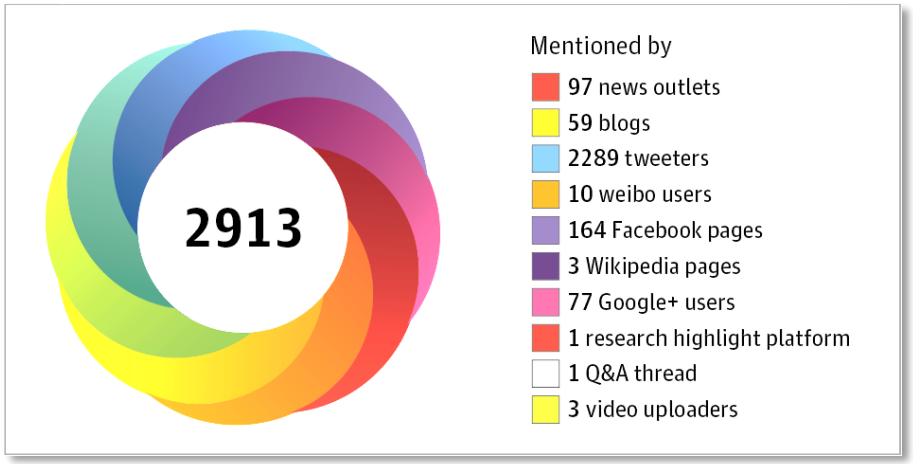
OWN BLOGS

WORDPRESS

SOCIAL MEDIA

ResearchGate

Altmetric



PLUMx

Impactstory

Altmetric

Sources	Weight
News	8
Blogs	5
Wikipedia pages	3
Policy Documents (per source)	3
Twitter	1
Sina Weibo	1
F1000/Publons/Pubpeer	1
LinkedIn[2,3]	0.5
Q & A[2]	0.25
Facebook (public pages)[2]	0.25
Video / YouTube[2]	0.25
Reddit/Pinterest[2,3]	0.25

Note

1. Data are from https://help.altmetric.com/support/solutions/articles/6000060969-how-is-the-altmetric-score-calculated- (modified on 21 June 2016)
2. These scores are rounded up to a whole number at the aggregated level. For example, five, six, seven or eight Facebook posts will have the same score 2.
3. LinkedIn and Pinterest have since been deprecated as sources due to login requirements.

https://doi.org/10.1371/journal.pone.0194962.t001

INSIDE OF THE BEAST...

altmetrics

Advantages

- They give us an insight into public impact, rather than just scholarly attention.
- They're quicker to accumulate – sometimes they even predict future citations.
- They can be used to track the attention for non-traditional research outputs.

Disadvantages

- They can't tell us anything about the quality of the research.
- It's almost impossible to keep track of everything everyone's doing online, so the picture is almost always incomplete.

altmetrics ARE HERE TO STAY AND VERY SOON WILL BE USED TO EVALUATE ACCEPTANCE CRITERIA FOR PROJECT PROPOSALS AND GRANTS

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COMMUNICATION IS NOT DISSEMINATION

- About projects and results
- Multiple audiences (anyone interested, including ➔)
- Inform and reach out to society
- Starts with the onset of the project

FOCUS ON

REPUTATION

I am attending a #SciComm workshop in the framework of #COSTinDust

- About results only
- Audiences that may use the results (peers, industry, polcy makers, media)
- Enable use and uptake of results
- Starts as soon as results are available

FOCUS ON

SHARING

Read our new #paper on #DustForecast for Northern Africa at https://nature.com

LET'S TALK ABOUT REPUTATION

reputation noun

rep·u·ta·tion | \ ˌre-pyə-ˈtā-shən \

Definition of *reputation*

1 **a** : overall quality or character as seen or judged by people in general

b : recognition by other people of some characteristic or ability
// has the *reputation* of being clever

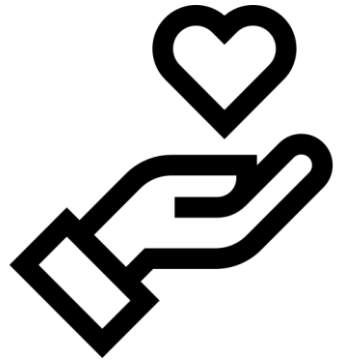
2 : a place in public esteem or regard : good name
// trying to protect his *reputation*

Source: Merriam-Webster

"…JUDGED BY PEOPLE…"

"…BY OTHER PEOPLE…"

"…GOOD NAME…"



REPUTATION IS **GIVEN** TO YOU (**AND TAKEN** FROM YOU) BY OTHERS.
YOU **CAN NOT BUY** REPUTATION (BUT YOU CAN MANAGE IT)

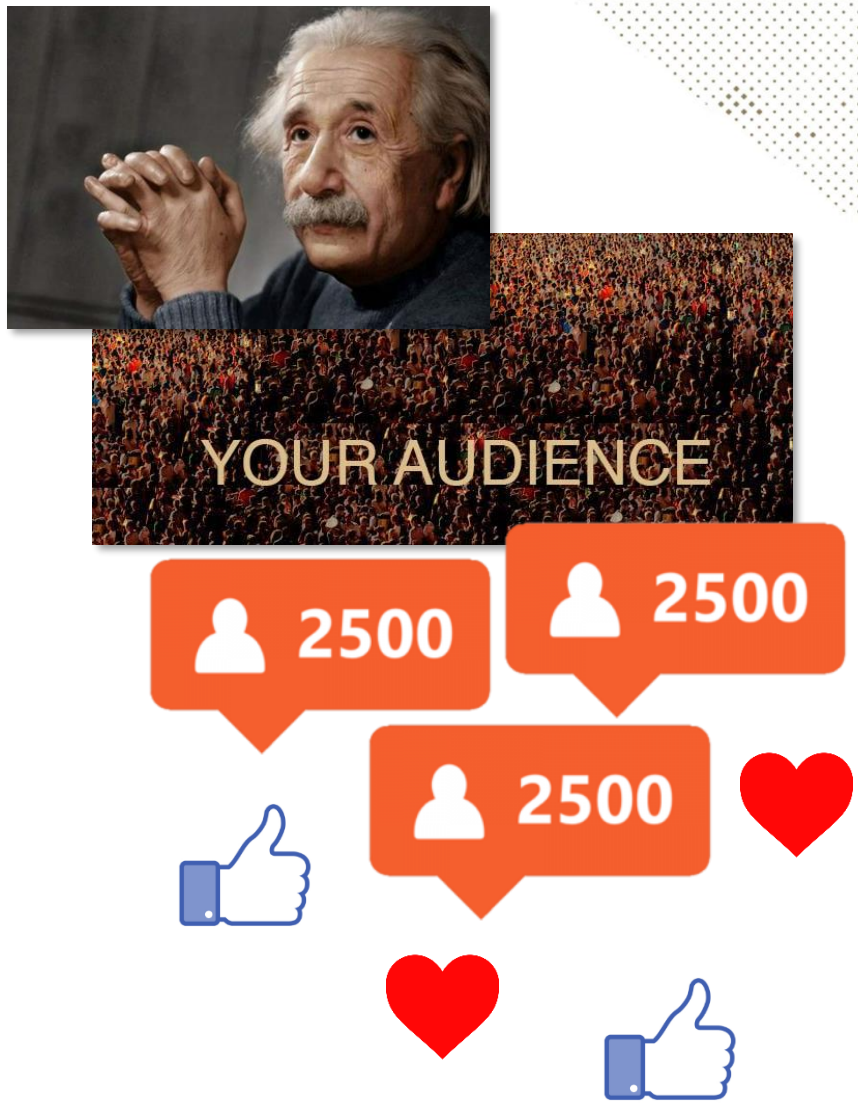
LET'S TALK ABOUT REPUTATION

WHAT IS REPUTATION GOOD FOR?

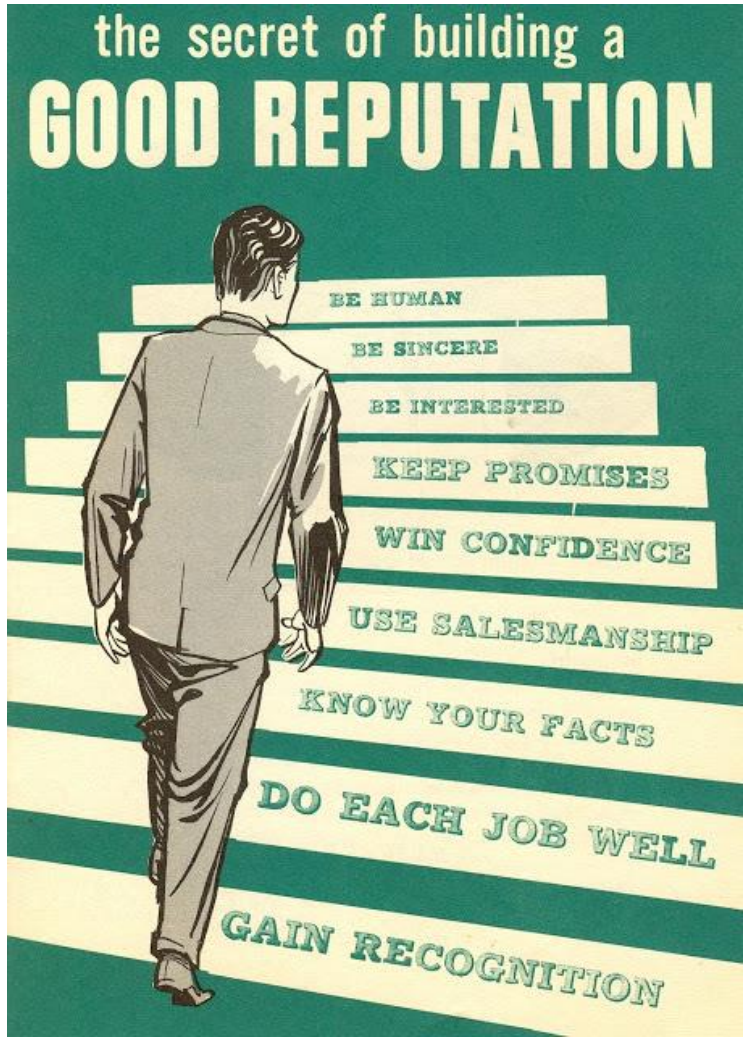
MAKES YOU A REFERENCE → INCREASES YOUR REACH → INCREASES YOUR FOLLOWERS

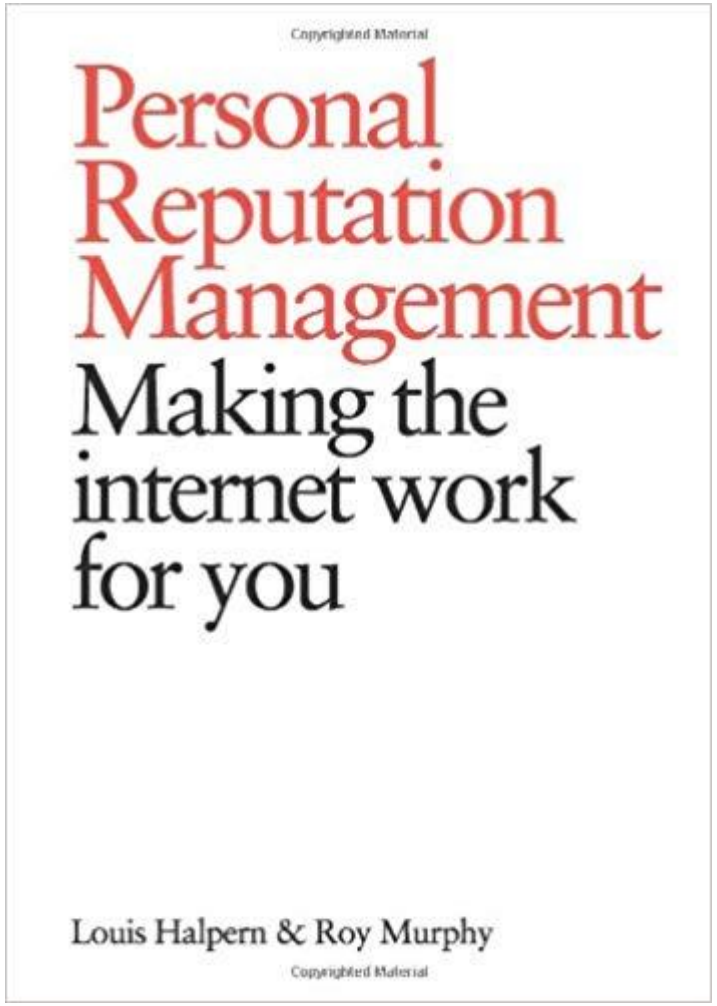
MAKES YOU MORE RESILIENT TO CRISIS

HOWEVER, IT IS UNLIKELY THAT YOU, AS A SCIENTIST, HAVE A REPUTATION CRISIS



INTERNET IS FILLED UP WITH INFORMATION ON HOW TO MANAGE YOUR ONLINE REPUTATION, OR PERSONAL BRANDING





LET'S TALK ABOUT REPUTATION

Ivy Ledbetter Lee
(1877 – 1934)
Father of modern PR

"Declaration of Principles"(1906)

"... Our plan is frankly, and openly, on behalf of business concerns and public institutions, to supply the press and public of the United States prompt and accurate information concerning subjects which it is of value and interest to the public to know about."

>> END OF PART 1 <<

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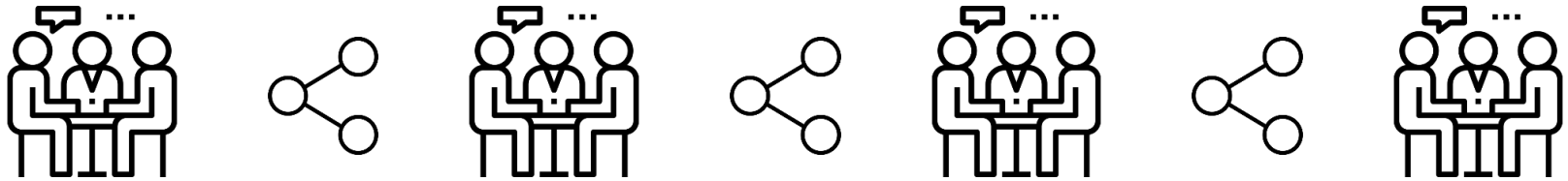
BUILDING A STRATEGY

HANDS ON ACTIVITY

- WE WILL WORK IN SMALL GROUPS AND SHARE OUR THOUGHTS AT EACH STEP



WHAT? WHY? WHO? HOW?

5 minutes

WHAT?

SELF AWARENESS:

“WHAT DO YOU WANT TO COMMUNICATE?”

SOME CONTENTS ARE EASIER TO COMMUNICATE THAN OTHERS. A CLEAR IDEA OF YOUR OUTPUTS CAN MAKE IT ALL MUCH EASIER.

DISCUSS WITH YOUR TEAM THE MAIN ELEMENTS YOU NEED TO COMMUNICATE. MAKE A LIST WITH THE MOST RELEVANT.

5

minutes

WHY?

GENERAL AIM or PURPOSE

“WHY IS IT IMPORTANT FOR YOU TO COMMUNICATE SUCH THINGS?”

A CLEAR IDEA OF YOUR PURPOSE WILL LET YOU MONITOR YOUR COMMUNICATION EFFORTS AND KEEP YOU FOCUSED.

DISCUSS WITH YOUR TEAM WHAT COMMUNICATION GOALS DO YOU WANT TO ACHIEVE. MAKE A LIST WITH THE MOST RELEVANT.

5 minutes

WHO?

THE TARGET AUDIENCE(S)

“WHO IS/are YOUR AUDIENCE/s”

A CLEAR DEFINITION OF YOUR TARGET AUDIENCE LET YOU DECIDE THE CHANNEL, TONE AND TIMING OF YOUR MESSAGES.

DISCUSS WITH YOUR TEAM THREE ASPECTS OF YOUR AUDIENCE:

1. AGE
2. EXPERTISE IN THE TOPIC
3. MOTIVATION ON THE TOPIC

10 minutes

HOW?

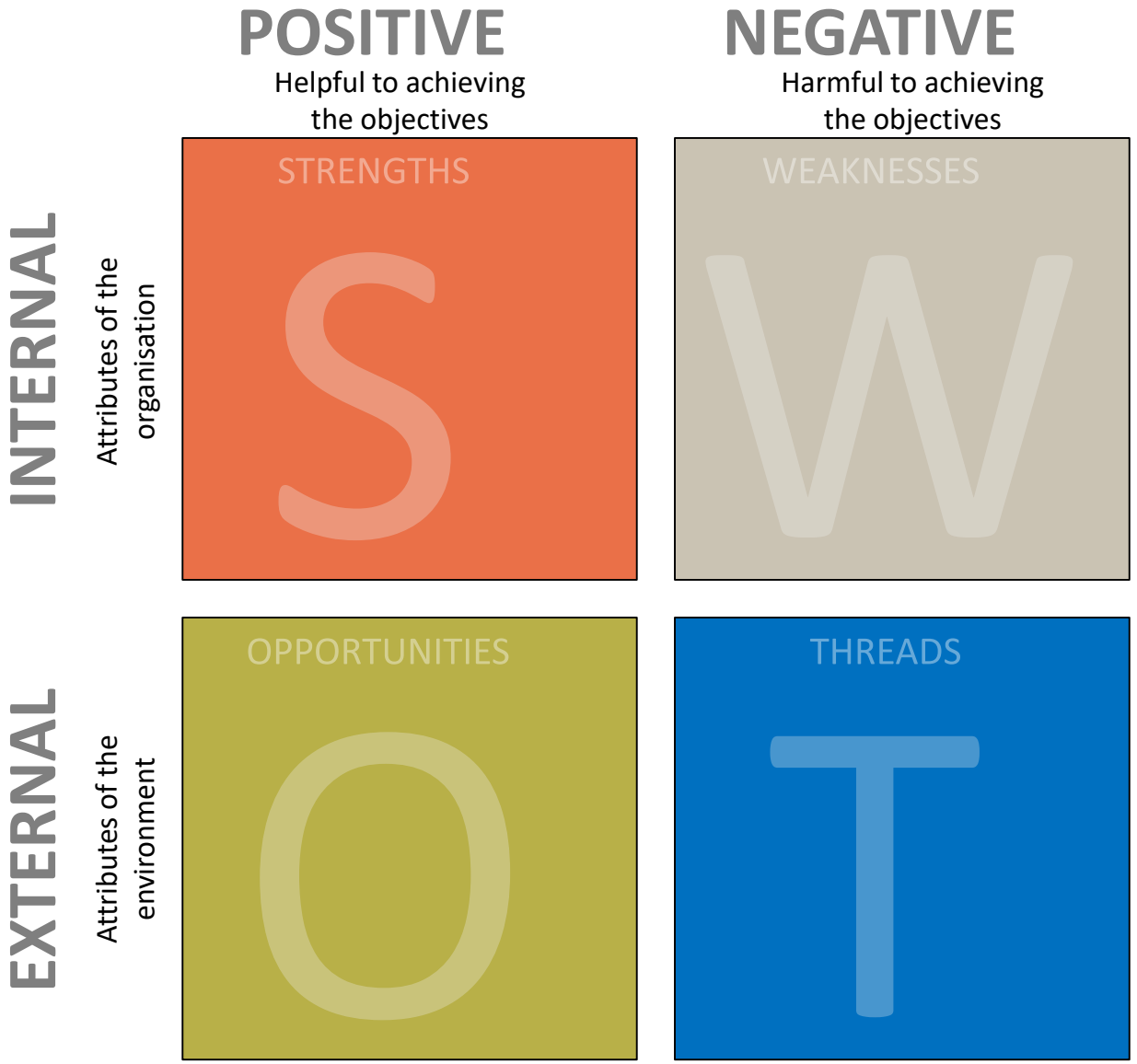
THE TOUGH QUESTION: THE PLAN

“ARE WE REALLY PREPARED TO MOVE THIS FORWARD?”

BEFORE PLANNING THE SHORT TERM OBJECTIVES AND ACTIONS TO FULFIL, IT IS GOOD TO ANALYSE OUR SKILLS.

FILL A *SWOT** DIAGRAM WITH YOUR TEAM TO UNDERSTAND THE STARTING POINT OF YOUR COMMUNICATION STRATEGY.

* Strengths, Weaknesses, Opportunities and Threads


POSITIVE
Helpful to achieving the objectives
NEGATIVE
Harmful to achieving the objectives
INTERNAL
Attributes of the organisation
STRENGTHS
S
WEAKNESSES
W
EXTERNAL
Attributes of the environment
OPPORTUNITIES
O
THREADS
T

WHAT, WHY, WHO, HOW?

THESE ARE THE BASICS OF A COMMUNICATION STRATEGY.

IN THE REMAINING TIME WE WILL FOCUS ON HOW TO BRING THE STRATEGY TO LIFE.

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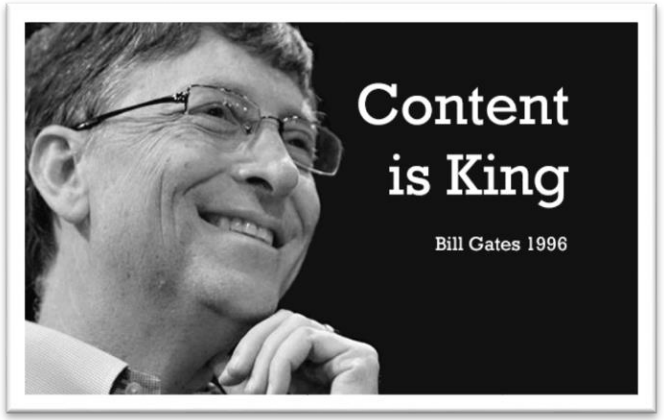
WHATEVER YOU DO, REMEMBER THAT…

Bill Gates essay in January 1996
Published in Microsoft website



CONTENT IS KING, AND PLATTFORM NEUTRAL

GOOD NEWS!

YOU, AS RESEARCHERS HAVE…

- ✓ THE **BEST CONTENT**
- ✓ THE MOST **TRUSTED** KNOWLEDGE
- ✓ THE MOST **VALUABLE** ACTIVITIES
- ✓ THE MOST **INNOVATIVE** PRODUCTS

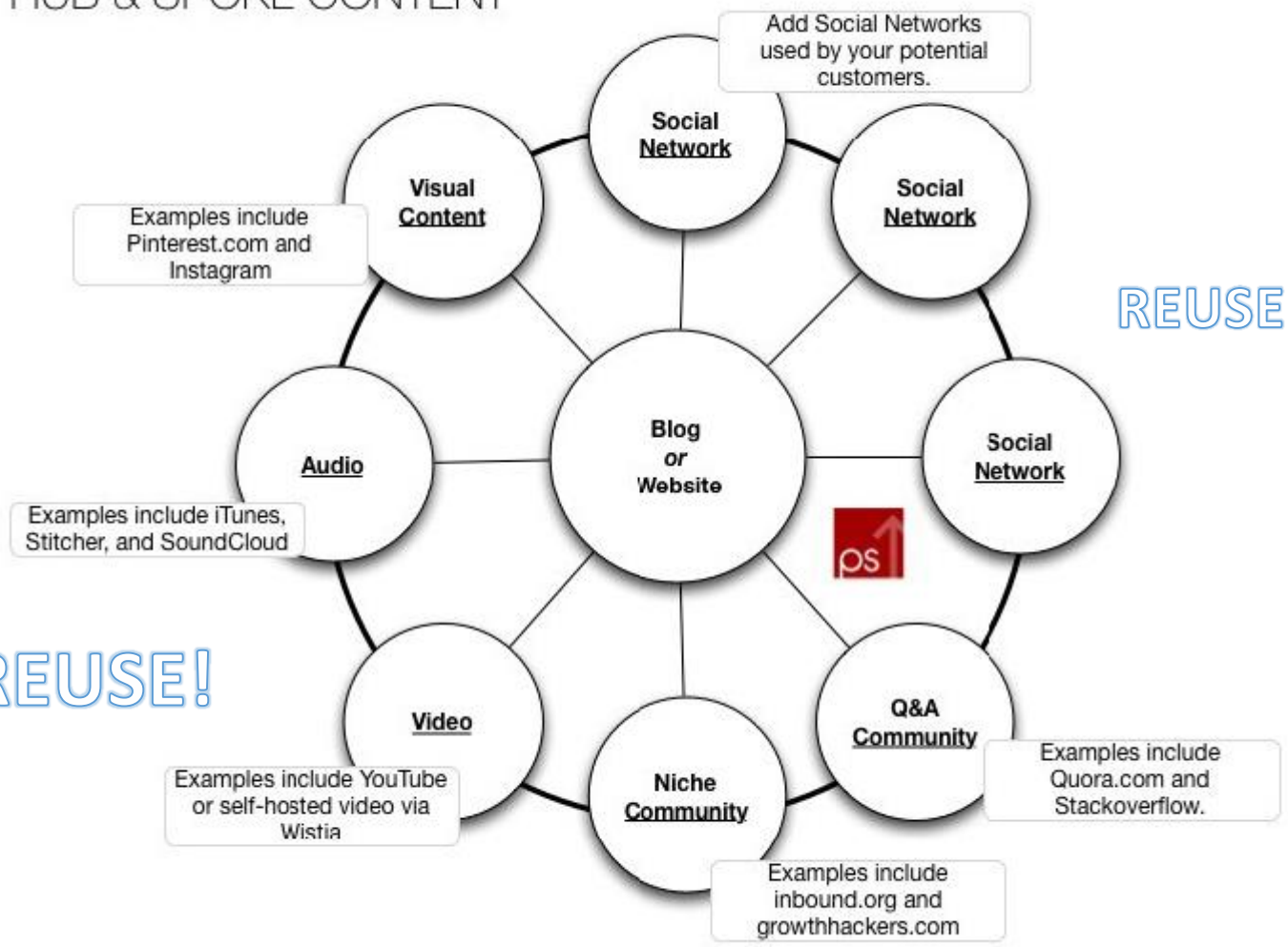
YOUR DAILY JOB RANKS IN "HIGH EFFORT & RARE" ALREADY!!

GENERATE CONTENT **ONCE**, SHARE IT **AS MUCH AS POSSIBLE** IN AS **MANY FORMS AS POSSIBLE**

REUSE!

REUSE!

HUB & SPOKE CONTENT



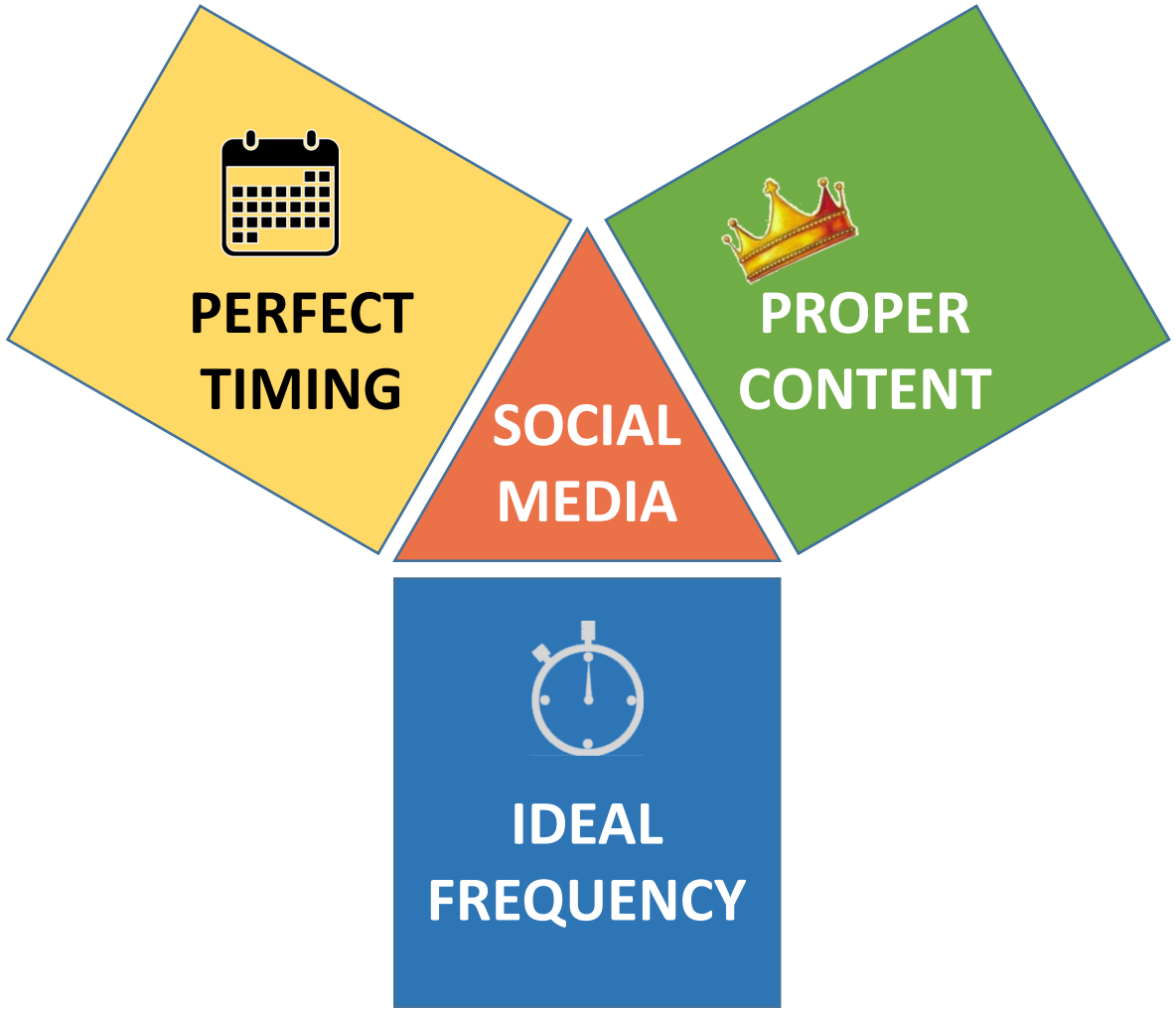
REUSE!

REUSE!

www.ThatOnlineMarketingThing.com

REUSE!

EVERY SOCIAL MEDIA PLATTFORM HAS ITS OWN BEST CONTENT DELIVERY STRATEGY



THESE DEPEND BOTH ON THE MEDIA PLATFORM AND ON YOUR TARGET COMMUNITY

TWITTER SCIENTIST COMMUNITY:

- EARLY IN THE MORNING
- COMPELLING HEADLINE + DATA VISUALISATION + SOURCE LINKS
- TWO TO THREE TWEETS A WEEK

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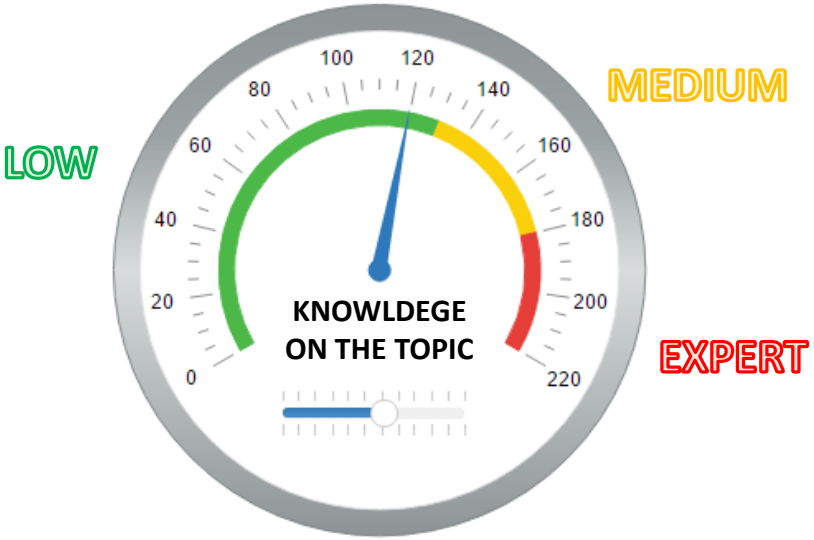
TIPS TO DELIVER A MESSAGE

1

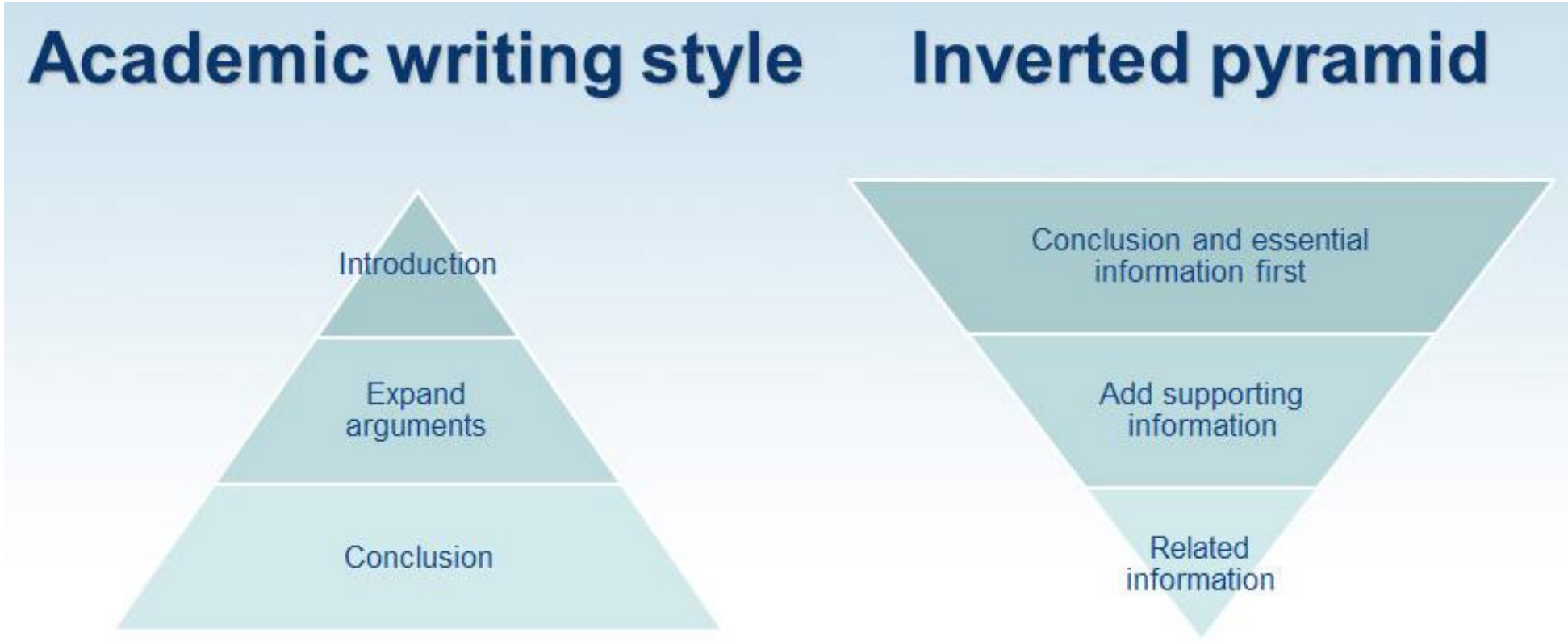
NEVER FORGET YOUR **AUDIENCE**



CONTROL YOUR **JARGON**

2

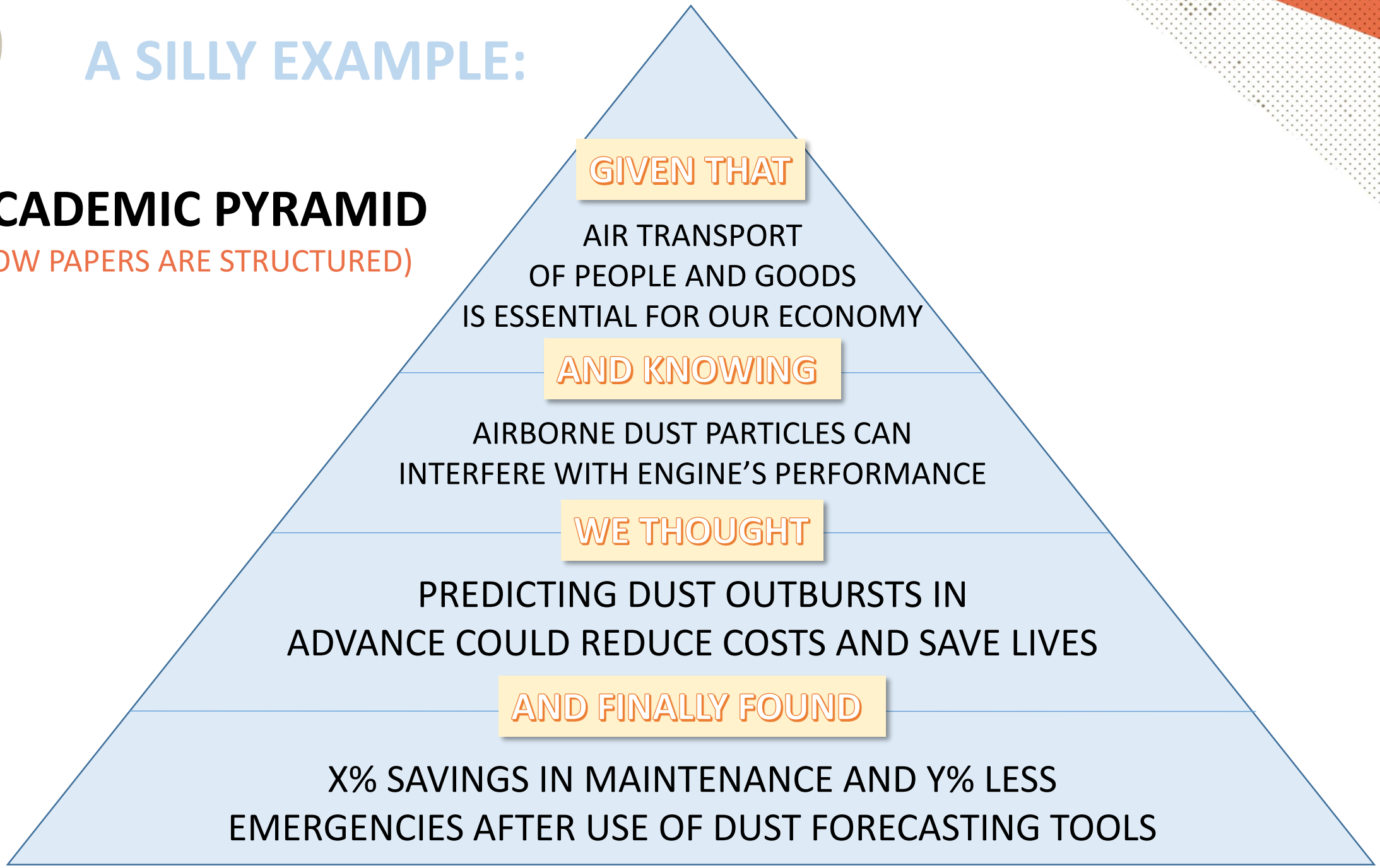
3 TRY INVERTING THE PYRAMID



A SILLY EXAMPLE:

ACADEMIC PYRAMID

(HOW PAPERS ARE STRUCTURED)



SCIENTISTS REACH

X% SAVINGS IN MAINTENANCE AND Y% LESS EMERGENCIES AFTER USE OF DUST FORECASTING TOOLS

IN A RESEARCH FOCUSED ON

PREDICTING DUST OUTBURSTS IN ADVANCE COULD REDUCE COSTS AND SAVE LIVES

THAT IS BECAUSE

AIRBORNE DUST PARTICLES CAN INTERFERE WITH ENGINE'S PERFORMANCE

AND ALSO

AIR TRANSPORT OF PEOPLE AND GOODS IS ESSENTIAL FOR OUR ECONOMY

INVERTED PYRAMID

(HOW NEWS ARE STRUCTURED)

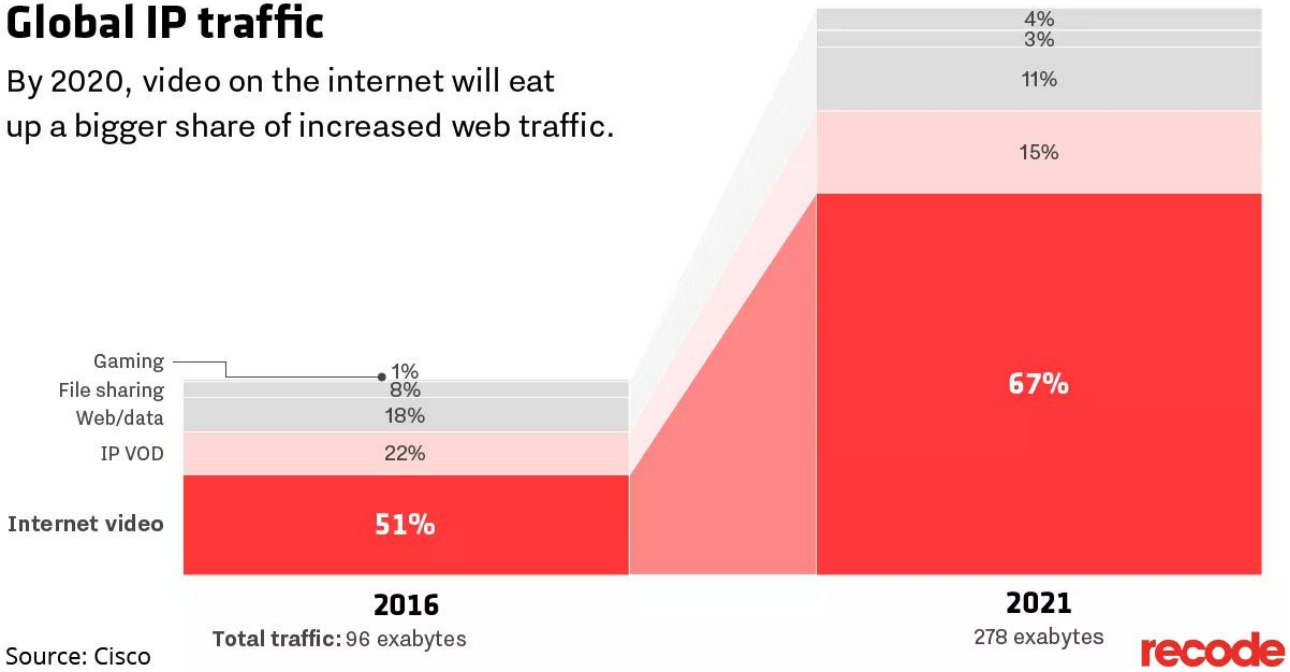
A SILLY EXAMPLE:

4

YOU DON'T HAVE TO EXPLAIN **EVERYTHING**

Global IP traffic

By 2020, video on the internet will eat up a bigger share of increased web traffic.



Source: Cisco

GET VISUAL
(VIDEO IF YOU CAN)

5

THE BIG PICTURE – How does your work relate to people's lives?
You work may not be of immediate consequence to people's lives. Most research is highly specialised. Before delving into the details, take a step back and set the scene. Give some context to your work, and help people understand its relevance to them.
Ask yourself:

- ***How does your work speak to ideas that a lay person might be familiar with?***

MAKE PROGRESS – How does your work compare to what we previously knew?
Most scientific work is incremental, or builds on the back of existing knowledge. To communicate the sense of progress in your work, you can give a sense of chronology. Answer the following questions:

- ***How does your work compare to that of your predecessors?***
- ***Where does your work fit in the development of your field?***

WEIGHT UP THE IMPLICATIONS – What does you work mean for the wider public?
Your work may in some instances affect people directly. Health research is one example of this. More theory-based work may have less obvious implications for them. With creativity and clear examples, you can explain the difference your work makes to people's lives. Answer the following question:

- ***Why should people care about the work you do?***

GET VISUAL – Use vivid language, pictures, comparisons and metaphors
Draw parallels between the object of your research and everyday objects to help people understand related concepts. Nobel Committee Member Thor Hans Hansson famously explained topology using a cinnamon bun, a bagel and a pretzel. Such comparisons would be over-simplistic at a scholarly conference, but they are essential to helping lay people understand your work.

- ***Why not use one of the tricks professional science journalists use?***

WATCH YOUR LANGUAGE – Pick simple words and cut out the jargon
Most scientists are used to discussing research with their peers, but this can lead to an overload of jargon. When explaining complex work to non-specialists, you need to choose your language for clarity. Consider:

- ***How would you explain your work to a child? Chances are adults will enjoy the explanation too.***

YOU CAN FOLLOW THIS LIST AS A REFERENCE

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twitter

THE KING OF MICROBLOGGING

HOW TO USE IT AS A RESEARCHER

UNDERSTAND PUBLIC AND MEDIA OPINION
DISCOVER PLATFORMS AND COMMUNITIES AROUND THE TOPICS YOU ARE MOST INTERESTED

ACTIVE LISTENING
DISCOVER WHO TALKS ABOUT WHAT, AND IDENTIFY THE MOST INFLUENTIAL VOICES IN YOUR FIELD

SELF-PROMOTION
DISSEMINATE YOUR PROJECT (AND YOUR GROUP, DEPARTMENT OR INSTITUTION CONTRIBUTIONS.

INTERACTION & ENGAGEMENT
KEEP IN TOUCH WITH THOUGHT LEADERS, COLLEAGUES AND OTHER EXPERTS.

GOOD PRACTICES

FEED YOUR PROFILE REGULARLY
NON-UPDATED PROFILES LOSE ATTENTION QUICKLY

USE APPROPRIATED #HASHTAGS
HASHTAGS EMBED YOUR CONTRIBUTION INTO WIDER CONVERSATION FLOWS

TARGET YOUR PROFESSIONAL COMMUNITY
AVOID TAGGING FAMILY AND FRIENDS WHEN GOING PRO

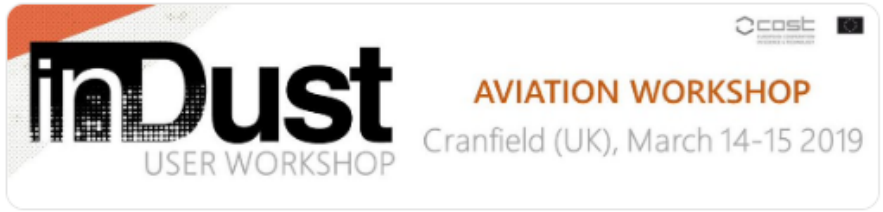
WATCH OUT FOR RELEVANT INTERACTIONS
BETTER QUALITY ENGAGEMENT THAN QUANTITY

Barcelona Dust
@Dust_Barcelona

Seguir

Are you attending the #COSTinDust Workshop on Dust Products for Aviation? Today and tomorrow at Cranfield University, UK. Follow us at cost-indust.eu @AXAResearchFund @WMO @BSC_CNS @AEMET_Esp @CranfieldUni

Traducir Tweet



10:27 - 14 mar. 2019

4 Retweets **8** Me gusta

3 4 8

Barcelona Dust @Dust_Barcelona · 14 mar.
Are you attending the #COSTinDust Workshop on Dust Products for Aviation? Today and tomorrow at Cranfield University, UK. Follow us at cost-indust.eu @AXAResearchFund @WMO @BSC_CNS @AEMET_Esp @CranfieldUni

Traducir Tweet

3 4 8

Iain Gray
@iain_gray

Seguir

En respuesta a @Dust_Barcelona @AXAResearchFund y a 4 más

Surprised that some of UK organisations I thought might be involved @metoffice @NERCscience @UKAeroInstitute not here ... but some great @wmo members attendance @SataviaUK @faam146 @SaraBasart @dstl @RollsRoyceUK @SAFRAN @AEMET_Esp @Dust_Barcelona @Capgemini @NickLaw94890267 #in

Traducir Tweet

11:53 - 14 mar. 2019 desde Milton Keynes, England

2 Me gusta

2

Iain Gray
@iain_gray

Seguir

Traveller and fan of Innovation, views and tweets are personal .. Director Aerospace, Cranfield University from March 2015

Tweets	Siguiendo	Seguidores
36,3 mil	**2.856**	**11,6 mil**

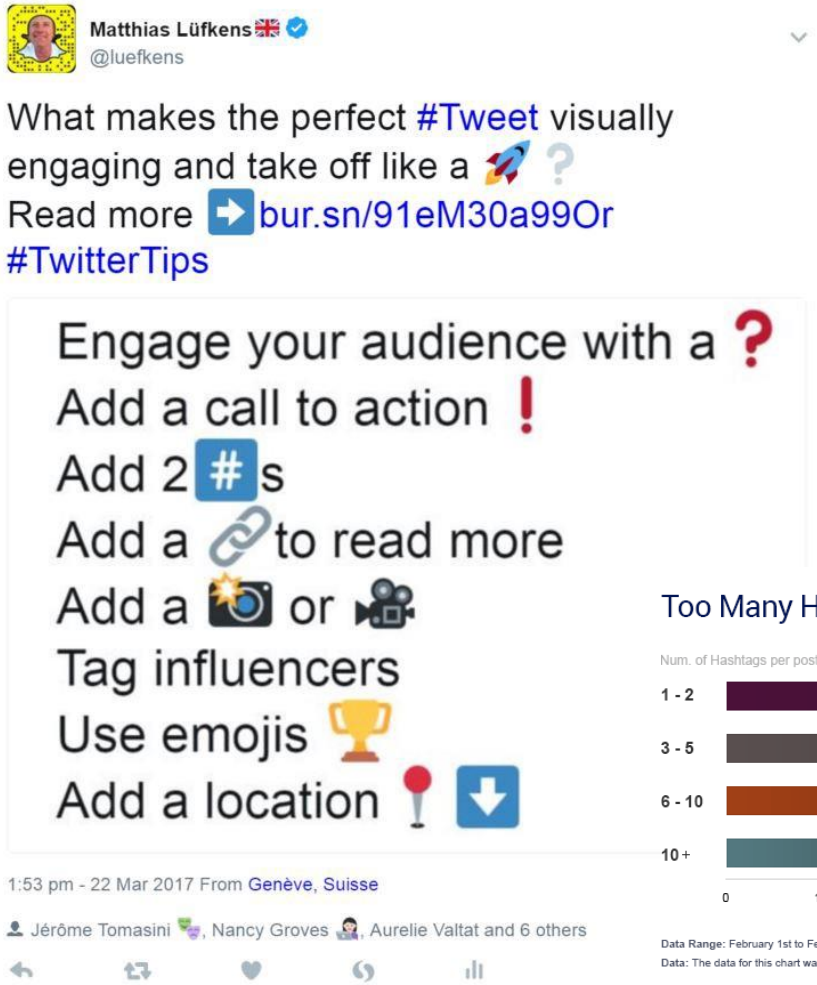
Seguido por Sara Basart

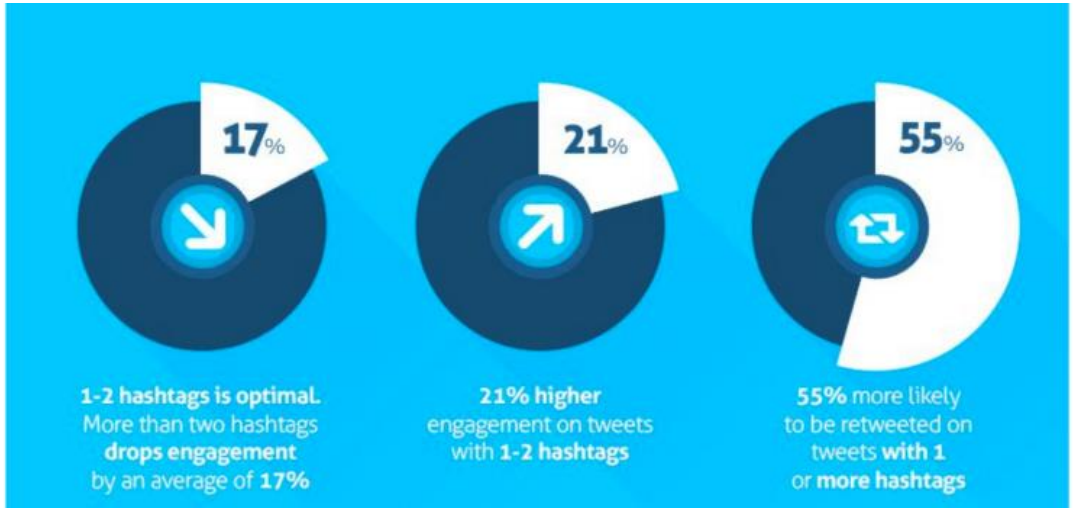
Impressions	1,148
Total engagements	34
Media engagements	10
Likes	8
Retweets	4
Detail expands	4
Replies	3
Link clicks	3
Profile clicks	2

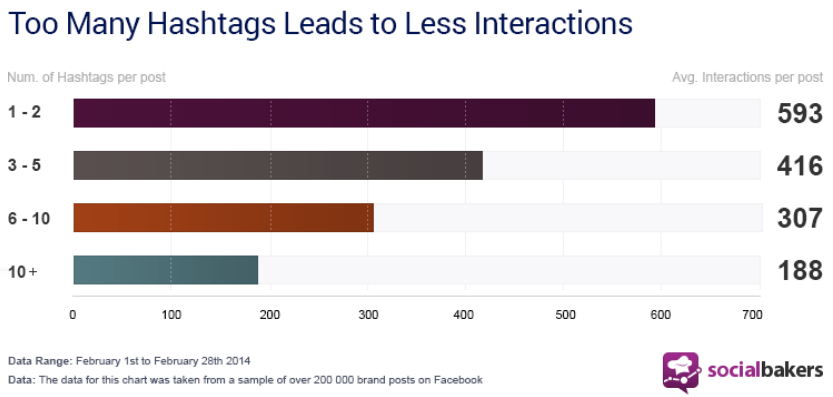
INTERESTING PROFILES FOR US IN TWITTER

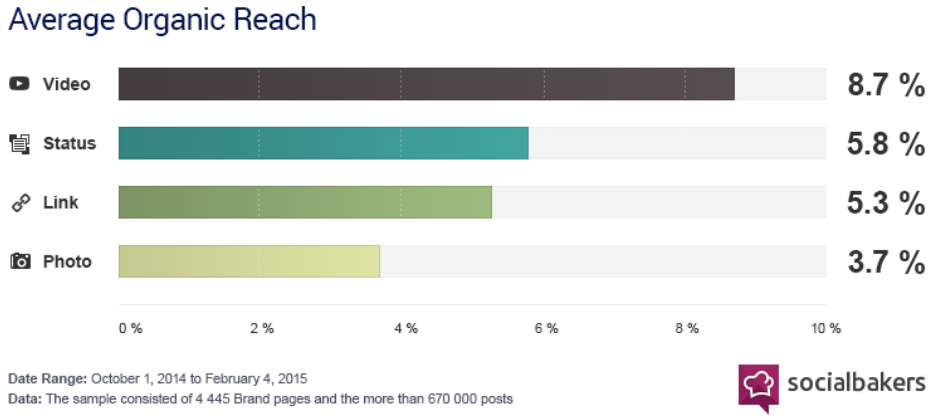
THE PERFECT TWEET

THE HASHTAGS PARADOX...









THE NEW KID ON THE BLOCK

HOW TO USE IT AS A RESEARCHER

VISUAL IMPACT

In a world governed by images, the best way to raise interest and consciousness about science is making use of pictures and videos.

REACH NEW, INACCESSIBLE AUDIENCES

Use Instagram to share science with general public almost impossible to reach by other means (teenagers and young adults).

SOURCE FOR OTHERS PLATFORMS.

Photos you uploaded to Instagram can be easily shared across other platforms (particularly, facebook), so you may reduce the time spent on Social Media.

GOOD PRACTICES

WHY SO SERIOUS?

Your target audiences use Instagram to spare and have fun. The most you enjoy shooting and uploading photos and videos, the most they will do watching them.

VISUAL THINKING

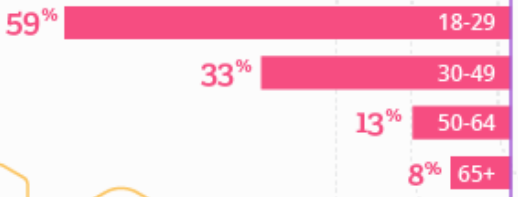
Train your abilities so as to turn long, arid texts into appealing images and videos.

Instagram

800 Million
Monthly Active Users[20]

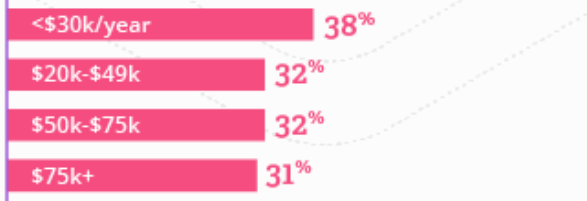
500 Million
Daily Active Users

Age *of internet users who use Instagram*[3]



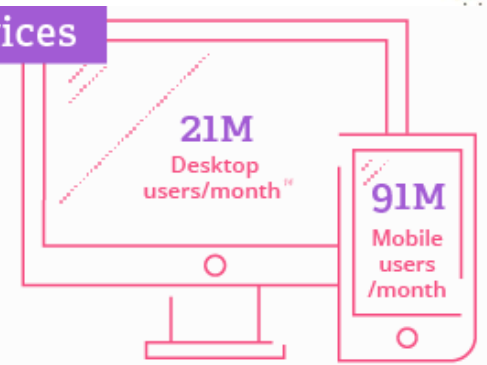
53% of teens say Instagram is the best platform to tell them about new products[19]

Income *of internet users who use Instagram*[3]

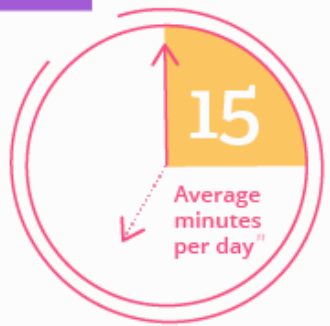


Gender[22]

Devices



Time

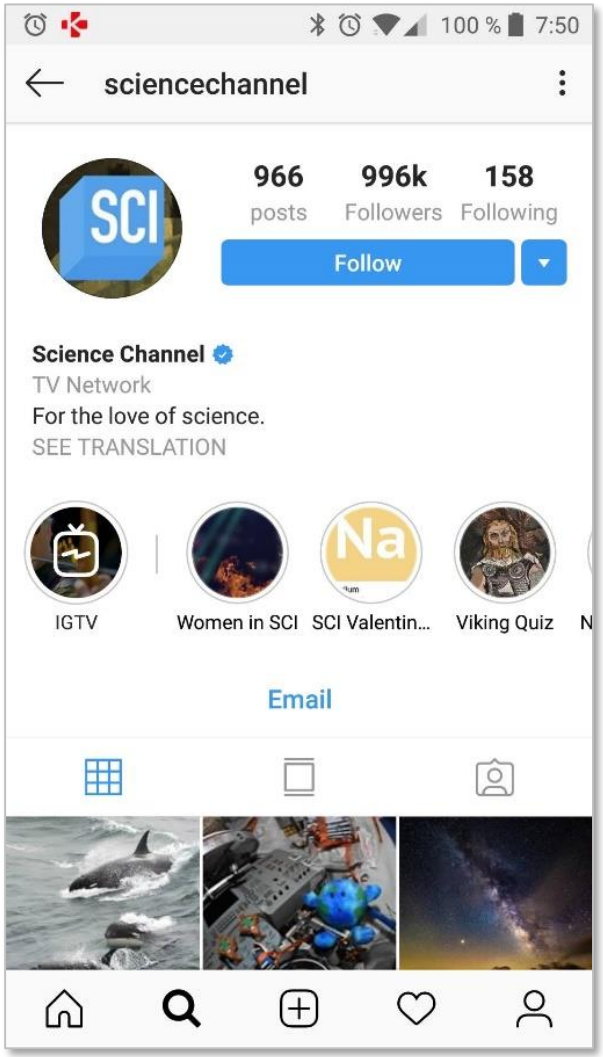


53% of users follow brands[1]

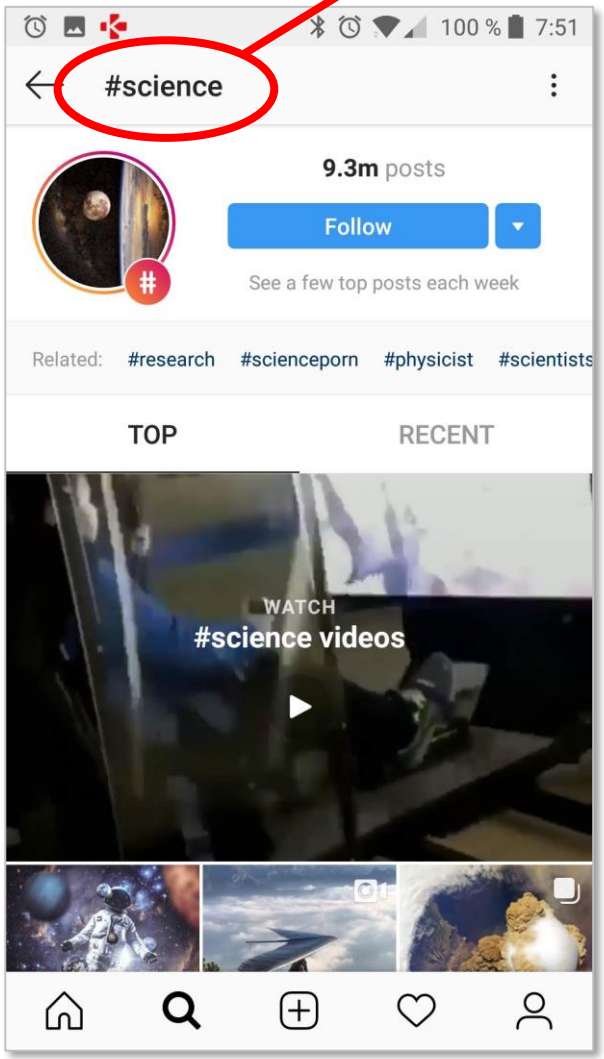
Most Followed Accounts[23]

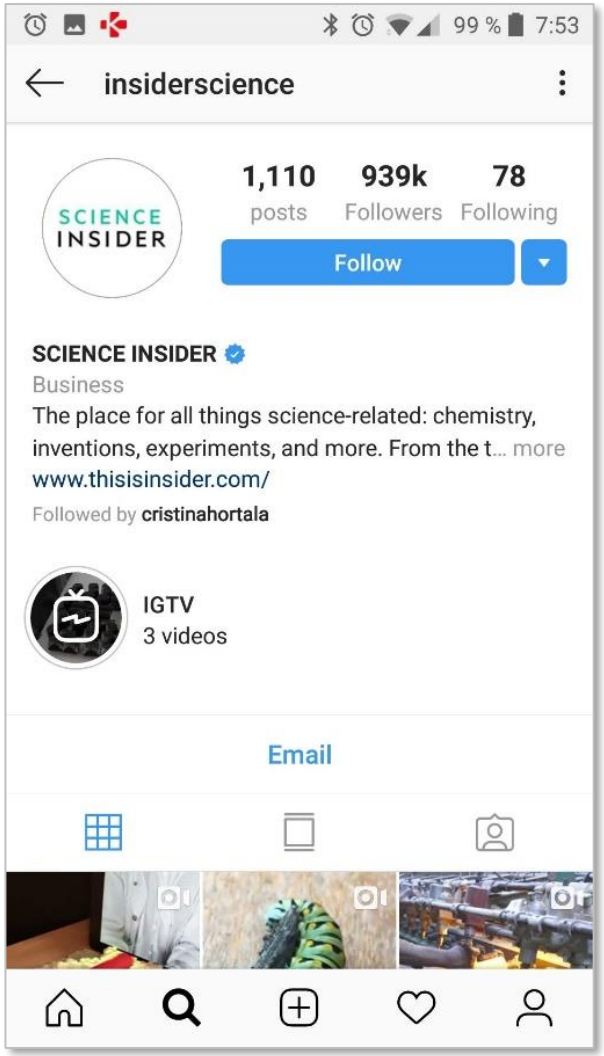
Selena Gomez	Cristiano Ronaldo	Ariana Grande
130M	116M	115M

SCIENCE IS PRESENT IN INSTAGRAM ALREADY!



HASHTAGS IN INSTAGRAM!



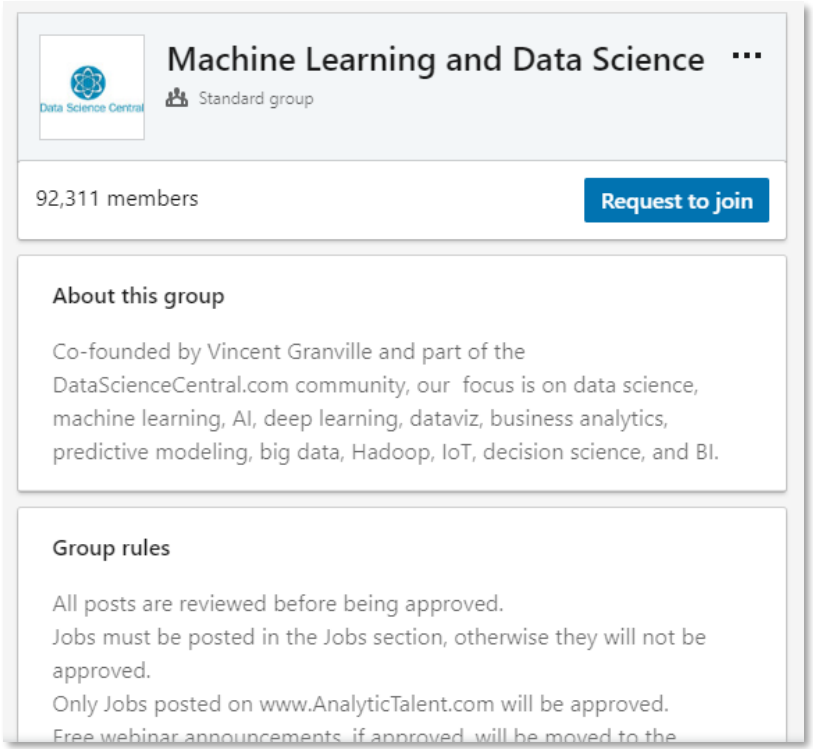


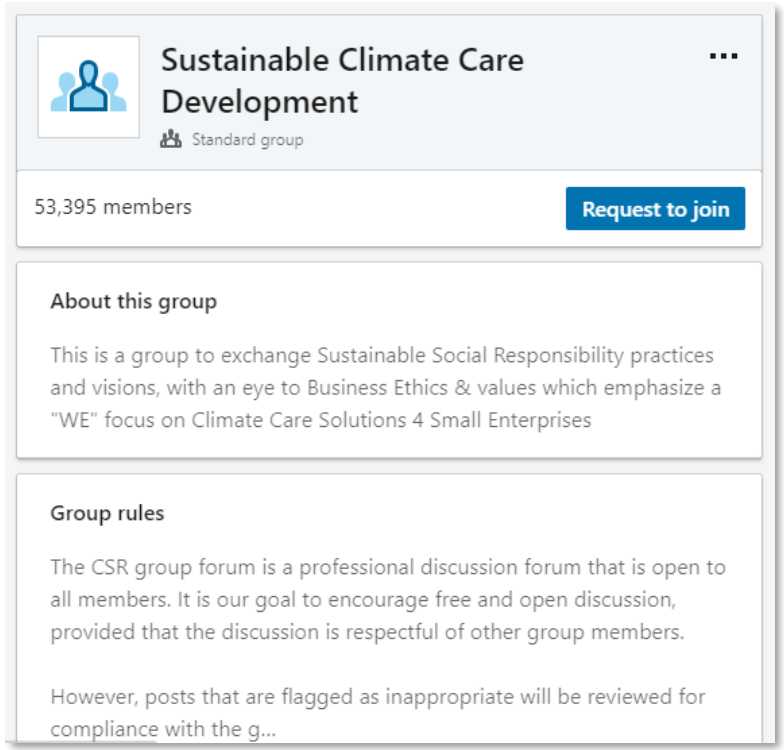
LOTS OF PEOPLE

INSTAGRAM HAS MORE ACTIVE USERS PER MONTH THAN ANY OTHER SOCIAL NETWORK (800 MILION AND UP)

LinkedIn

MORE THAN JUST YOUR CV





BLOGGING AND DISCUSSING.

Joining LinkedIn Groups and ‘Pulse’ publishing may be a cheap, far reaching impact way to embed your voice within a given conversational flow.

NICHE COMMUNITIES

LINKEDIN GROUPS HAVE THOUSAND OF MEMBERS WITH INTEREST AND KNOWLEDGE ON ONE TOPIC

OVERVIEW

PART #1

PART #2

1. COMMUNICATION BASICS
2. WHY IS IT GOOD FOR YOUR CAREER?
3. COMMUNICATION vs. DISSEMINATION
4. TRY TO BE STRATEGIC
5. CONTENT IS KING
6. TIPS ON DELIVERING A MESSAGE
7. SOCIAL PLATFORMS
    1. TWITTER
    2. INSTAGRAM
    3. LINKEDIN
8. PRACTICAL EXERCICE

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COMMUNICATION WORKSHOP
18-19 March 2019, Bucarest (RO)

PRACTICAL EXERCICE

FROM THE TOPICS IN THE PREVIOUS SESSIONS, SELECT:

AN AUDIENCE
A MESSAGE
A VISUALISATION FORM
A SOCIAL MEDIA PLATFORM

AND CREATE:

A PERFECT TWEET
or
AN INSTAGRAM STORY
or
A LINKEDIN DISCUSSION GROUP

COMMUNICATION AND SOCIAL MEDIA STRATEGY

Martí Badal
@martibadal
Barcelona Supercomputer Center

COMMUNICATION WORKSHOP
18-19 March 2019, Bucarest (RO)

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EUROPEAN COOPERATION IN SCIENCE & TECHNOLOGY

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